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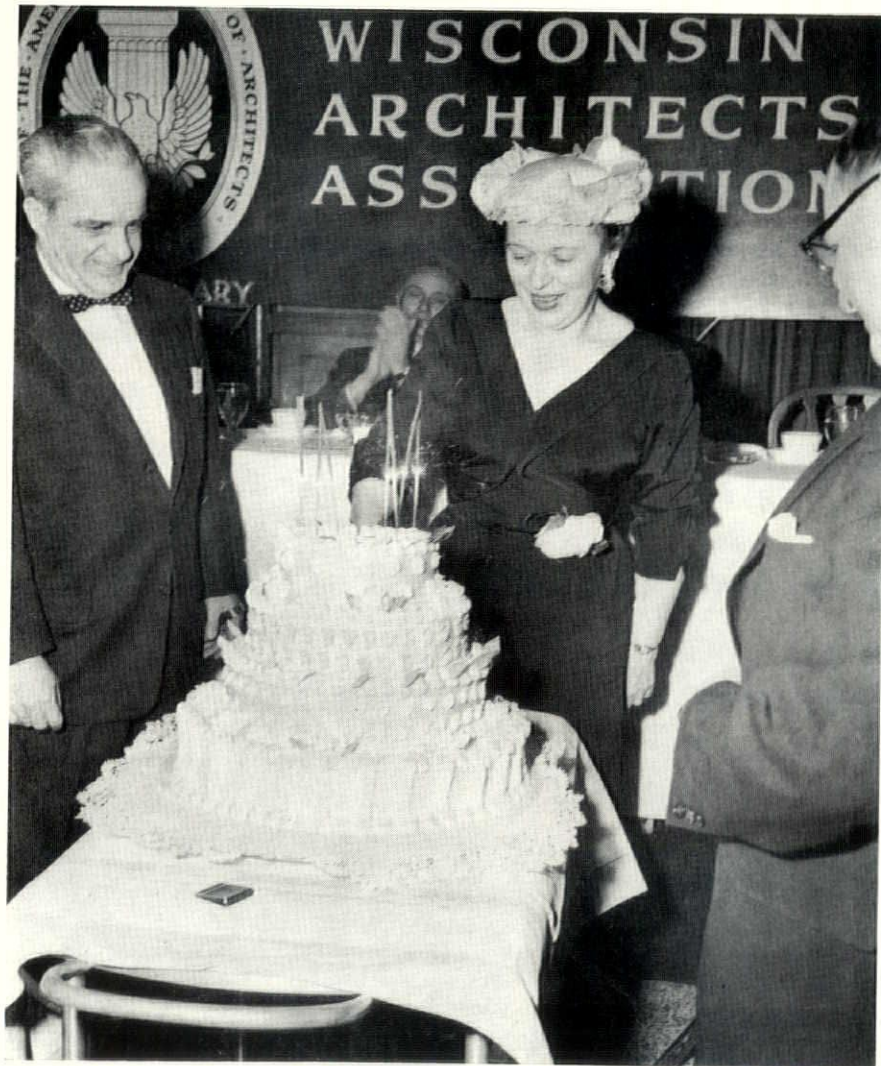
# the Wisconsin Architect

MARCH 1957

AMERICAN INSTITUTE  
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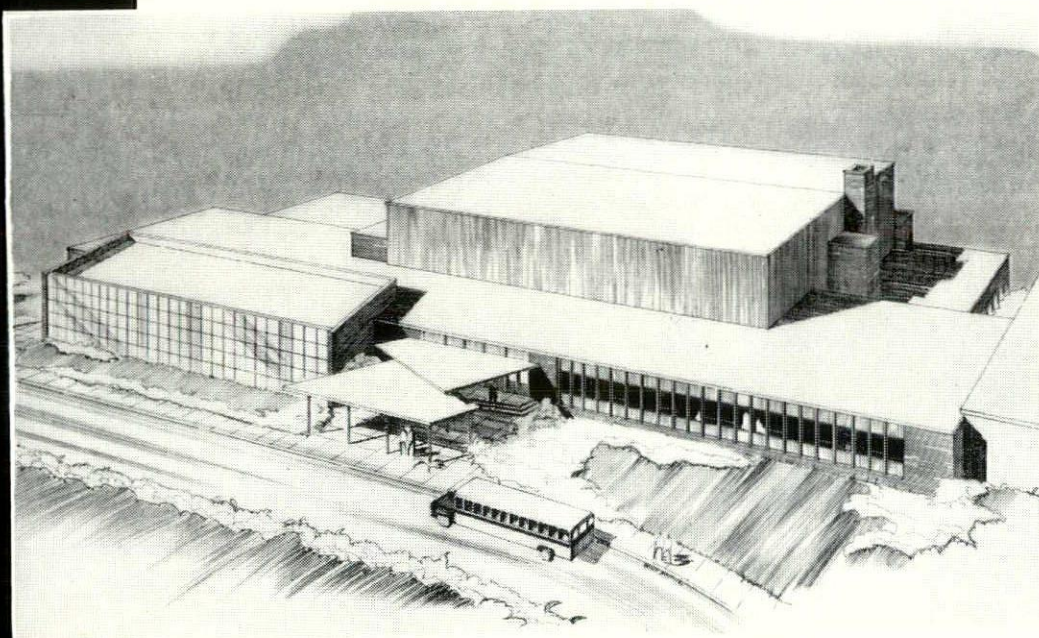
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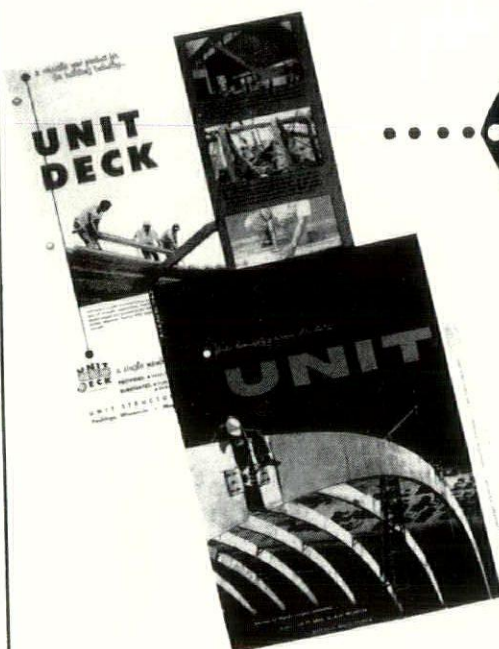
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# New Officers of Wisconsin Chapter Elected

Arthur E. Reddemann, Elm Grove, has been re-elected as president of the Wisconsin Chapter.

Reddemann was named to a second term at an election held in Milwaukee during the 1957 state convention.

Other state officers are Joseph H. Flad, Madison, re-elected to the office of vice president, and Robert

P. Potter, Milwaukee, chosen as secretary-treasurer.

Two board members elected for two year terms are Maury Lee Allen, Appleton, who was re-elected, and Mark Purcell, Madison. They are directors at large.

Divisional directors elected include Frank Shattuck, of Neenah, for the Northeast Division; Robert Hack-

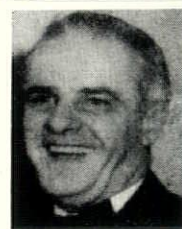
ner, La Crosse, for the Madison Division, and Potter for the Milwaukee Division.

Carry-overs on the Board of Directors whose terms expire in 1958, include Reddemann, John Brust, Herb Grassold and Ted Eschweiler, all of Milwaukee; Karel Yasko, Wausau; Julius Sandstedt, Oshkosh; and Flad.

## COVER COMMENT

The first lady and gentleman of the Wisconsin Chapter, President and Mrs. Arthur O. Reddemann, are pictured on this month's cover as they prepared to cut the first piece of the Banquet Cake. For more information, and pix, on the convention, see pages 4, 5 and 6.

## PREXY'S CORNER



By Arthur O. Reddemann  
President, Wisconsin Chapter, A.I.A.

## NOTE! NEW ADDRESS

The Wisconsin Chapter, A.I.A., has a new address.

The state headquarters office is now located at 8416 W. Lisbon Ave., Milwaukee 16, Wis. New phone number is HOplins 3-1080.

All mail or phone calls should be directed to the new location.

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**American Institute of Architects**  
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Arthur O. Reddemann	President
Joseph H. Flad	Vice-President
Robert P. Potter	Secretary-Treasurer
Gerald J. Rice	Legal Counsel

### DIRECTORS AT LARGE

Maurey Lee Allen	Mark Purcell
John Brust	Arthur O. Reddemann
Theodore Eschweiler	Julius Sandstedt

### DIVISION DIRECTORS

Milwaukee Division	
Herbert Grassold	Robert Potter
Madison Division	
Joseph H. Flad	Robert Hackner
Northeast Division	
Frank Shattuck	Karel Yasko

### DIVISION OFFICERS

Milwaukee Division	
John Jacoby, President; Myron Sietlaff, Vice-President; Robert Klocksinn, Secretary-Treasurer.	
Madison Division	
Nathaniel Sample, President; Robert Cashin, Vice-President; Franklin Mabbett, Secretary-Treasurer.	
Northeast Division	
Leonard Reinke, President; Leonard Schober, Vice-President; George Narovec, Secretary-Treasurer.	

The 1957 state convention of the Wisconsin Chapter, A.I.A., is now in the past.

It added a glorious chapter to our history, as in my opinion, and in the opinion of scores of others, it was one of the finest that we have ever had.

Members who did not attend missed a great deal. The speakers were excellent, presenting a series of interesting and informative talks, and the large and attentive crowds that listened to them are ample evidence of how well they were received.

In addition to the formal part of the convention, which was outstanding, much credit for its success must go to the extra-curricular activities. Such things as the visit and luncheon at the Inland Steel plant, the theatre party at the Miller Theatre, the cocktail party and the marvelous exhibits will remain in my memory for many years to come. In my mind, the state convention was more interesting and effective than the recent Regional convention. We appreciate, too, the help which we received from the exhibitors in a financial way.

To the men who served on the committees and did the work, and especially to Austin Frazer, Nathaniel Sample and Eugene Waserman, we all owe a deep debt of gratitude. I, for one, am happy to say publicly, "Thank You."

In passing, there is one other aspect of the convention which was also important to me. That, of course, was the action of the membership in re-electing me to a second term as your president. I am deeply grateful for this honor, and pledge that I shall do my best at all times.

\* \* \*

With the new administration getting under way, once again there is a great need for willing and efficient men to serve on committees. We need volunteers, and I hope that none of our members will feel too modest, or too apprehensive to let it be known that he is available to serve.

Please do not decline this responsibility. The success of any president's administration is always due to good committees. With it, of course, goes the success and benefits to the Wisconsin Chapter.

If you are interested, notify Mrs. Ruth Hill at the Wisconsin Chapter office.

\* \* \*

Speaking of the office reminds me that on March 8, we moved to a new home. Our headquarters is now located at 8416 West Lisbon Avenue in Milwaukee. All members are invited to drop in at any time.



# THE CONVENTION

## 1957 MEETING IS HUGE SUCCESS — COMBINES FACTS, FIGURES AND FUN

Approximately 200 A.I.A. members came to Milwaukee last month to listen and learn, conduct official business and enjoy a variety of off-duty entertainment as the Wisconsin Chapter held its 1957 convention at the Pfister Hotel.

The conclave was held on Tuesday and Wednesday, Feb. 26-27.

The convention ranked with the best ever staged by the Wisconsin Chapter, according to veteran members who were unanimous in praising the high caliber of the speaking program, as well as other features of the event. It was directed by a committee composed of Austin Fraser, chairman, Nathaniel Sample and Eugene Wasserman.

Although the banquet speech by Philip Johnson, widely known New York architect, was unofficially billed as the convention's principal address, speeches by other speakers were equally entertaining and informative. Johnson, director of the Department of Architecture and Design of the Museum of Modern Art, kept a huge banquet crowd in rapt attention as he spoke on various phases of the works of Frank Lloyd Wright.

In a whimsical mood, Philip Johnson, one of America's great architects, shadow boxed with architectural philosophy and picked some sly and some not so sly fun at Wright.

Titling his remarks "One Hundred Years of Frank Lloyd Wright and Me", Johnson gaily lampooned the "Master" in a manner which had his audience chortling and then roaring with sympathetic laughter.

"Mr. Wright has been very mean to me," Johnson said with mock wistfulness. "He calls my home a box.

(Editor's note: Johnson's square glass house in New Canaan, Connecticut, has been the subject of considerable comment). He called at my home recently, walked in and asked whether he should leave his hat on or off since he couldn't tell whether he was inside or outside.

"I don't think so much of Mr. Wright's houses," Johnson continued, "they are illogical, over ornamented, and they lack cohesion. Their design just doesn't make sense."

Turning to Wright's philosophy, Johnson said he was worried about the "inconsistencies of his (Wright's) present position" in regard to architecture. As an example he referred to Wright's recent recommendations that Chicago build a "mile high" office building, and compared it to Wright's bitter criticism for many years of American cities as being too cramped for body or soul to expand.

Johnson stated further that Wright because of his genius should be a leader but he is not, and implied that much of Wright's criticism is carping rather than constructive. In defense of his position, Johnson claimed that no one ever hears of any of Wright's students, that Wright has no feeling for the future and "seems to believe there will be no future to architecture when he dies."

Admitting Wright's magnificent contribution to present day architecture and flatly stating that all of today's architects are hopelessly indebted to him, none the less Johnson called him the greatest architect of the 19th Century, saying he stopped progressing around 1910-1913.

Johnson pointed out that most of the buildings exhibited at the Honor Awards competition were much

more like Nat Sample's house than the nearby church of Wright's (the famous Madison First Unitarian). "Modern architecture," Johnson said, "looks to Gropius, Van Der Rohe, and Le Courbusier as the fountain-heads of architectural wisdom."

In defense of Wright's early genius, however, and as an aside, Johnson strongly urged that the architects of Wright's home State join in an effort to prevent Chicago from tearing down Wright's famous Robie House. It has been condemned but should never be permitted to be destroyed, he said.

Calling Wright the man who put American culture on the map, Johnson mourned that Wright now has little or no work and regretted that America has so few of his buildings in so few cities.

"America has no true monuments to its culture," Johnson said sadly, "no Parthenon, no pyramids. Why? Because there is no will to build. This is caused by commercial timidity.

"We are developing a cheaper architecture," he said acidly, "always looking for cheaper materials, poorer materials. Are architects blameless? Do we too willingly give in to cheapness? Do we demand of our clients that they find enough money in the budget to build as we should build?

"Architecture used to be an art — now we are making it a profession," Johnson claimed.

"I honor the one man, Frank Lloyd Wright, who never gave in to expediency. I hate him, I love him."

Johnson closed with a moving, brilliant and reverent description of

(Continued on Page 6, Column 1)



The representative of the owners of the Dartmoor Motor Court, J. Harold Bumby, second from right, looks pleased with his citation. The work, executed by Theodore H. Irion and Leon H. Reinke, was selected as the first Honor Award winner. Shown here (from left) are Maury Lee Allen, A.I.A., chairman of the Honor Award Committee; Irion; John Flad, of John J. Flad and Associates, whose design of the Lower Dells Gift Center won an Award of Merit; Bumby; and Reinke.



Here, Maury Lee Allen confers with other winners. At his left is Father Robert J. McCormick, representing Dominican High School; Al Grellinger, of Grellinger and Rose, who designed the school and won an Award of Merit thereby; and Nat Sample, H.I.A., a designer who worked on the Award of Merit winning residence in Madison, which was performed by Weiler and Strang and Associates.

Again, Maury Lee Allen greets winners. From left are P. W. Grossenbach, representing the Masonic Grand Lodge; Gene Leucht, representing the office of Fritz von Grossmann; Rev. E. F. Eggold, principal of Lutheran High School; and Herb Grassold, of Grassold-Johnson and Associates. The Von Grossmann office designed the Masonic Grand Lodge Office Building, while Grassold-Johnson did Lutheran High School. Both projects won Awards of Merit.





## Convention . . .

*From Page 4*

Wright's Arizona home, Taliesin West, in which he carried his audience with graphic detail through the long approaches to what he views as America's architectural shrine, up and down the many stairs leading to the home proper, described the opening and closing vistas, the entry room and then ultimately to the small inner sanctum where Wright and his guest finally sit alone to talk.

"And that," Johnson said softly and sincerely, "is architecture."

Bruce J. Graham, an associate partner of Skidmore, Owings and Merrill, addressed the opening seminar on Tuesday, Feb. 26 on the subject of "Curtain Wall Construction." He pointed to the increasing uses in modern architecture of glass and steel, and presented a variety of slide pictures of buildings which he used as examples of proper uses of newer skin materials.

"The skin is the most important part of a structure," he said, urging that buildings should be designed with an eye to easy maintenance. Such buildings cost more to build, but are actually cheaper in the end, he stressed.

He urged the use of granite and new-type concrete panels, which can be prefabricated off the job.

"Superintending the job is vitally important," he concluded. "The first panel, the first glass are vital to the success of the work. Do that one right, and all the rest will go up right, too."

Frank J. Kornacker, president of Kornacker and Associates, of Chicago, spoke at the Wednesday morning seminar on "New Developments in Structural Engineering." He presented a case for the long span, pointing out that new developments and advances in reinforced concrete make them especially useful.

"Shapes of buildings have taken different forms, and interesting

shapings have evolved," he said. "With changes in materials came changes in structure, and led to the use of the long span. Structural engineers have learned to analyze newer methods as expressed by architects. This, too, has led to more complex shapes of buildings, and has made the engineers better equipped to give service to architects."

Kornacker also touched on the new science of soil mechanics, whereby architects can obtain an accurate estimate of what any particular soil can bear, and how much sinking is likely to occur after the structure is built. He urged wide use of this new science as a common-sense safety measure.

"We can now predict behavior of the soil, so there can be no longer any excuse for an improper foundation," he said. "Architects should not fail to get boring information at the beginning as a general routine practice."

He also displayed several photo mounts of buildings which illustrated many points in his talk.

James M. Fitch, an associate professor at the Columbia School of Architecture, spoke at the Wednesday afternoon seminar on "Frank Lloyd Wright and the Fine Arts." He used many slide pictures to augment his talk.

Fitch traced Wright's early history, showing how he grew contemptuous of the art of the late 19th century, and made no secret of his sentiments. He developed an intense dislike for any embellishments not directly connected with utility, and began his campaign of criticism about that time.

"Wright was probably the first exponent of the Japanese print in the United States, first viewing them at an exposition in Chicago," Fitch said. "This chance meeting was to influence his entire reaction to art thereafter."

Wright has little use for art in any of his buildings, the speaker pointed out, and is especially con-

temptuous of art which "tends to imitate nature."

"Instead of hanging a painting of a cow, one should throw away the picture and buy the cow," Fitch quoted Wright as saying.

The speaker at various points in his talk indicated that he was in complete accord with Wright's reaction to extravagant embellishments in structures, architecture and art.

Forty-seven manufacturers obtained display space for exhibiting their products at the convention, and the exhibits were widely visited. All were attractively set up.

More than 200 members and wives attended the convention banquet, as well as the cocktail party that preceded it.

## PRODUCERS BRING HOME CARAVAN

Many new and significant developments in residential building products will be exhibited here for local home builders on April 5 at the Schroeder Hotel. The exhibition, which is known as the Home Building Caravan, currently is being shown in the major cities of the nation by the Producers' Council, Inc. — the organization of building products manufacturers and associations.

The showing here is sponsored by the Council's local chapter. Arrangements are under the direction of Chapter President D. D. Woodward of Armstrong Cork Company.

The purpose of the exhibition is to give builders an opportunity to see at first-hand some of the newest products available for their use, and to learn of the many new ideas developed by manufacturers which effect savings in the builders' construction costs or help in selling their homes.

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If you make a right turn from the left lane you are probably just careless, and not really what the driver behind called you.

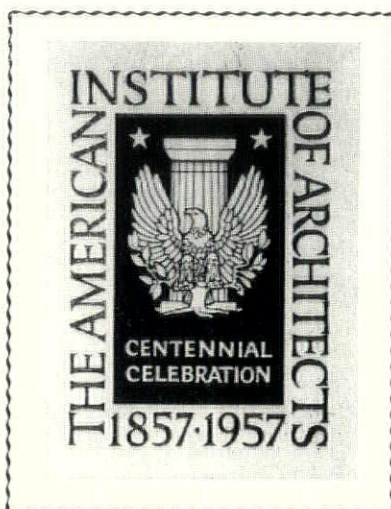


# Now Is The Time To Order New Centennial Stickers

Anyone wishing to order any of the new Centennial Stickers, which the A.I.A. will make available to members, should do so by notifying the W.A.A. office.

That was the information released at Wisconsin Chapter headquarters last month as state architects began to make further plans for observance of the 100th anniversary of the profession in America.

Checks in payment of stickers should be sent to the Wisconsin Chapter office, it was stressed. Stickers are being distributed only through state offices, and not to individual members.



"We believe that every architectural firm will wish to attach them to letters and other materials throughout the Centennial year," Edwin B. Morris, Jr., Assistant to the Executive Director, said.

Stickers are being made up on perforated sheets with 96 to each sheet. Cost per sheet is 20 cents, and the minimum order is 25 sheets at \$5.00.

It is expected that a local chairman for Wisconsin will soon be appointed. He will handle details of ordering stickers, according to the plan.

A reproduction of the sticker design is shown here.

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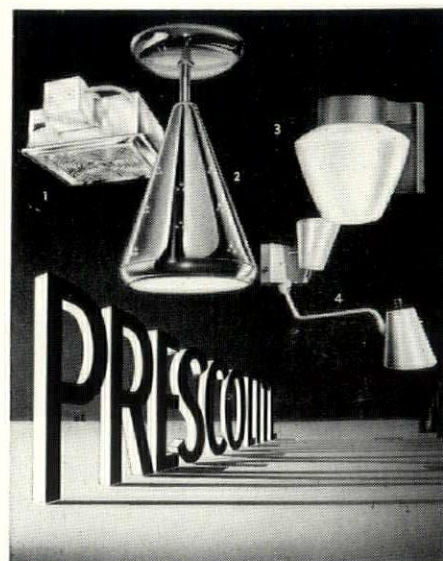
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## Announce Changes in Membership Status

Changes in status of members of the Wisconsin Chapter were announced last month.

Harry A. Schroeder, Madison, has been notified by A.I.A. headquarters of his acceptance as a Corporate member. He has been an associate since 1953.

Roswell H. Graves, Milwaukee, has been approved by the Board of Directors as a Corporate member. He is presently an associate.

Robert Torkelson, Madison, a new member, and Henry A. Martinez, Milwaukee, now a Junior Associate, have been accepted as Associates by the Board.

A new Milcor Steel Access Door for acoustical tile ceilings is the most recent addition to Milcor's line of steel building products. The door, which is recessed into the frame the depth of a tile, permits the applied tile to finish flush with the surround-

## FOUNDATION ELECTS NEW OFFICERS

Francis J. Rose has been re-elected as president of the Wisconsin Architects Foundation.

Rose was renamed at the meeting of the Board of Directors of the Wisconsin Chapter, which was held February 26 in Milwaukee.

Two other directors were also elected. They are Julius Sandstedt and Frank Shattuck.

ing tile surface. There is no exterior frame to break the smooth tile surface or to impair acoustical efficiency.

## Error!

*We're Sorry*

We regret an error in a caption beneath a picture of new officers of the Milwaukee Division, which was printed in last month's issue of this magazine.

The caption incorrectly identified Myron Sielaff and Robert Klocksinn.

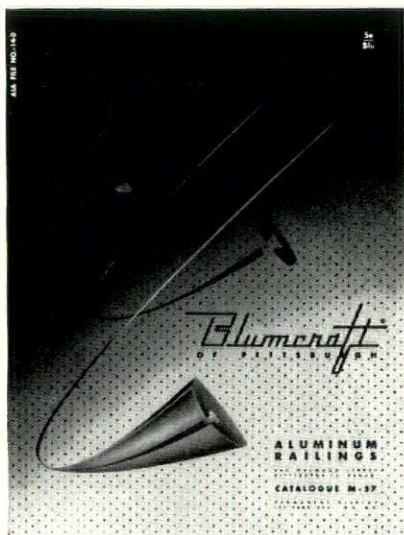
Actually, Sielaff is vice president of the Division, and Klocksinn is secretary-treasurer.

Our apologies.

## NEW CATALOG OFFERED

Room dividers and aluminum stair railings can now be constructed from matching elements. In the new Blumcraft 48-page catalogue, 3 pages of details and illustrations are devoted exclusively to room dividers. The room dividers are built from standard Blumcraft sections by the same local metal fabricator who builds the railings.

The adjustable features of the posts and fittings permit the Architect unlimited freedom in creating the room divider designs and for combining with other materials such as cork, glass, ply-



wood, plastic or wire grille panels. Copies of the Blumcraft catalogue M-57 are available from Blumcraft of Pittsburgh, 460 Melwood Street, Pittsburgh 13, Pa.



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# Madison Architects Will Study Local Development

At the Madison Division Meeting of the Wisconsin Architects' Association, held Tuesday, February 19th at Troia's Steak House, an authorization was made for the division officers to select a committee of local architects to study the central area and other development problems in Madison.

The resolution was adopted following a presentation of the problem by Mayor Ivan Nestingen of Madison, Horace Wilkie, Walter Johnson, Kenneth Olpitz and other city officials and official members of the Central Area Development Committee.

The problem being studied, as stated by Nestingen, was one of urban growth. Madison, like Milwaukee, was trying to solve the problems of growth resulting from new citizens moving beyond city boundaries. In 1940 Madison included

10 square miles and had a population of 67,000. Today it has 118,000 people in an area of 25 square miles, and an additional 30 per cent live outside its boundaries.

He felt the 30 per cent beyond the boundaries brought about problems of providing service and planning. To solve this problem a metropolitan study committee was named with J. R. DeWitt as chairman. This committee will study fiscal problems, metropolitan problems, and central area development. There are some 44 people on this committee studying different phases. Lowell Frautschi is in charge of the Central Area Committee. He claimed that lack of proper planning led to blight now in the suburbs, which does not exist in the city. The big city problem was redevelopment of the central area. Progress might be slow because of city council obstructionism.

Horace Wilkie, of the central area study group then discussed the central area problem. The downtown area is visited by some 14,000 people per day. From 1929 to 1950 retail establishments jumped from 161 to 324 and other specialty enterprises from 1216 to 1382. The problem is to see that these businesses do not deteriorate from obsolescence, strangled traffic and no parking facilities. Studies are being made on conservation of buildings to maintain those now existing; rehabilitation and remodeling existing buildings not now obsolete; and clearance of outmoded and obsolete buildings. A current rehabilitation program is being carried out in the Brittingham redevelopment project. U. S. funds and help are contributing to this redevelopment.

Ken Olpitz, also of the central area

(Continued on Page 10, Column 1)



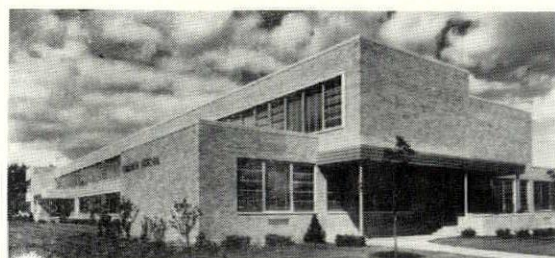
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## Madison . . .

From Page 9

committee described differences of opinion amongst members of the committee as to the definition of central Madison. Although these varied slightly amongst members it included, in general, all of the area from Lake Monona to Lake Mendota, Blair Street on the East and the railroads and University on the West.

On this planning, cognizance is given to the fact that 500,000 will be served from this area — extending to the counties beyond Dane County. They must develop plans, assuming the state Capitol and office buildings will remain, the University will remain and the railroad will probably remain.

No existing private building should be allowed to interfere with this planning. Office space should be doubled, and the lower three levels of all buildings (starting with basement level) should be devoted to parking. However, some committee members felt the ground level was important for retail usage and dis-

play, so consideration should be given for walking courts, arcades, etc.

Allowance should be made for future federal, state, city and county building expansion. For example, Madison needs a new and larger centrally located library; one composite building to handle welfare agencies.

Thought was being given to eliminating parking and traffic on the square, and of moving existing banks and churches off to other locations.

The location of wholesale houses, warehouses, terminal facilities, and other industry and industrial uses of buildings should not be the controversial subject it seems to be, he contended. Entertainment should be located near the square where hotel facilities are available. Ample parking and good traffic flow near the square are essential to the success of any program.

On residential development, greater apartment density should be encouraged fringing the central areas of the order of the new Carpenter Apartments on Wilson Street.

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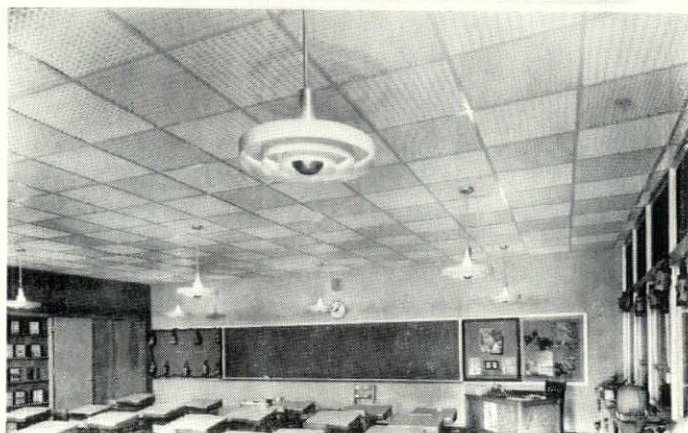
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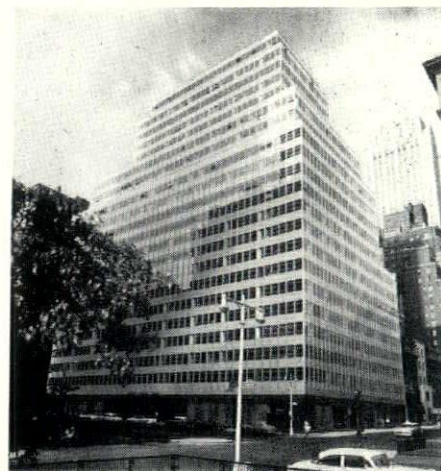
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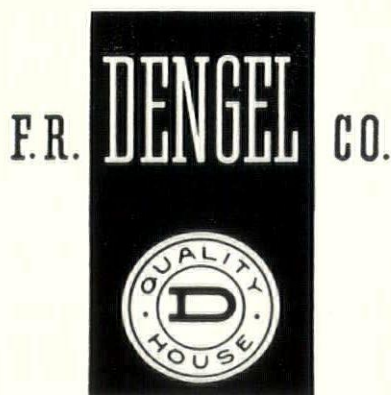
Actual photo of Lupton Curtain Wall installation at 300 Park Avenue, N. Y. Architect: Emery Roth & Sons.



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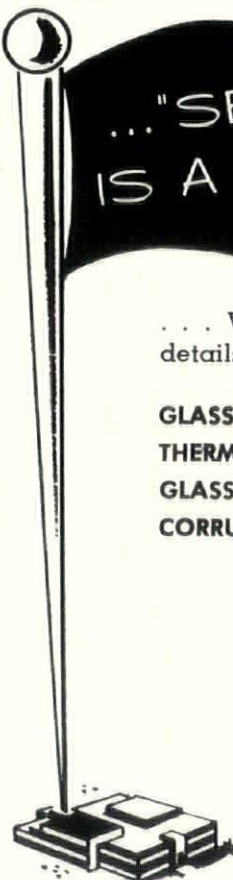
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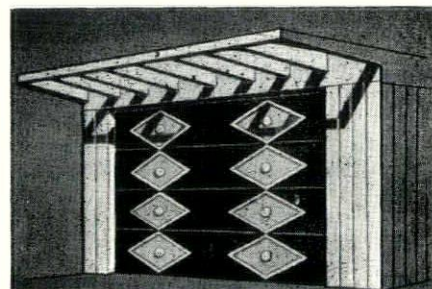
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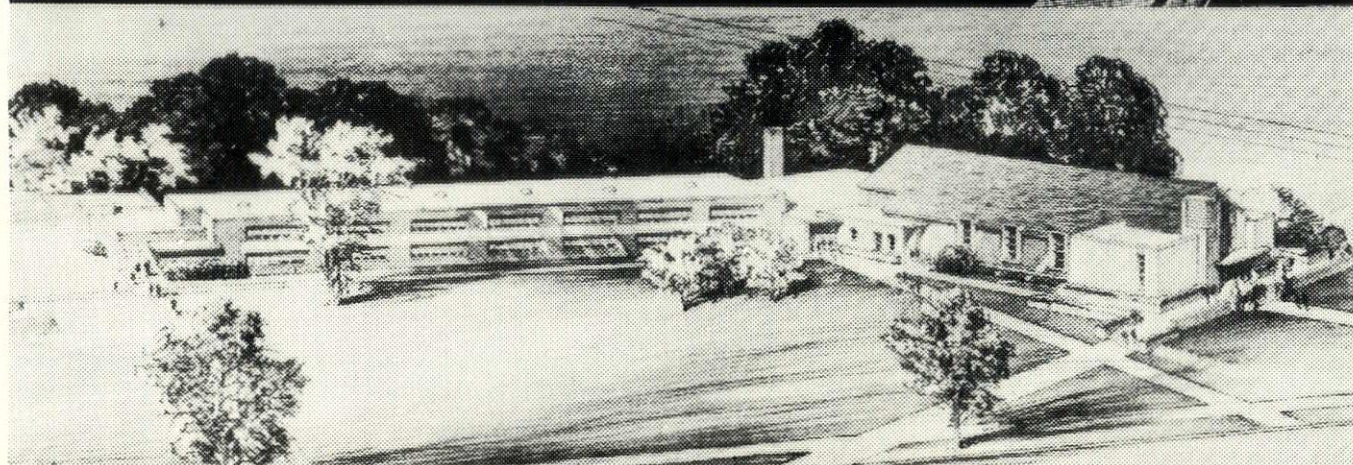
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# DoxPlank

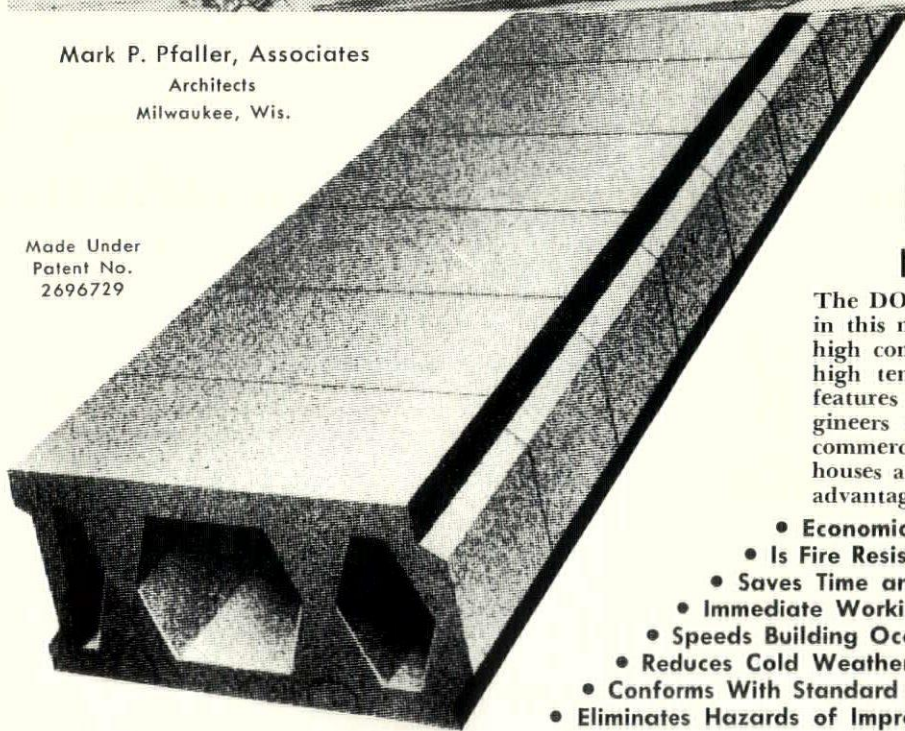
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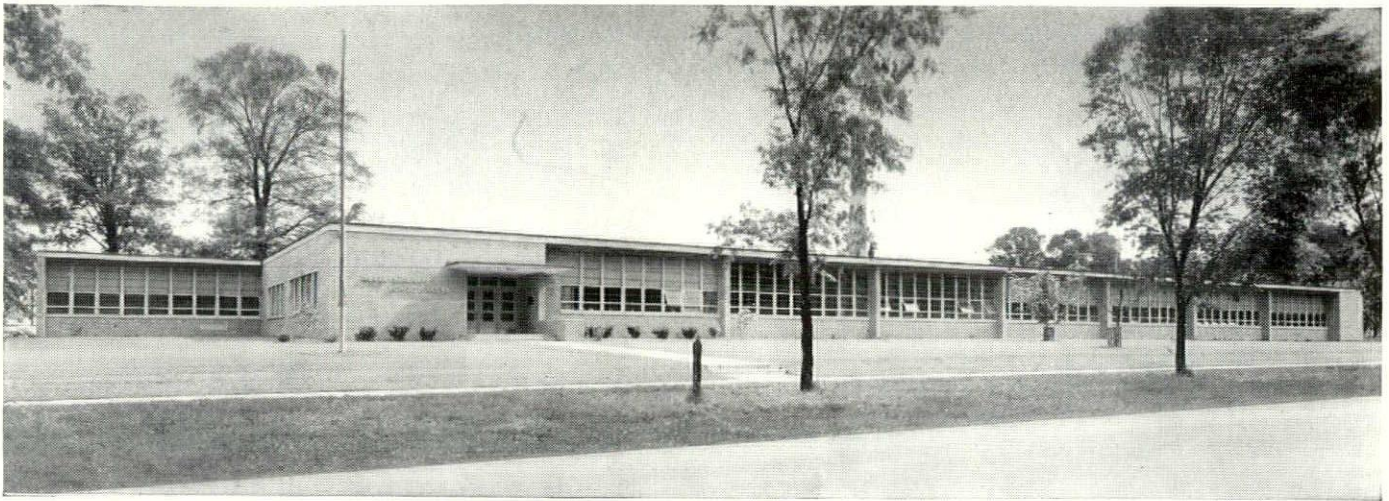
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Concrete cantilever beams at 17' 2" centers are an outstanding feature in the design. Supported on twin concrete columns that form a central corridor, they extend beyond the exterior walls of the classrooms as roof overhang. Concrete ribs between the cantilever beams carry lightweight precast concrete panels that form the roof.

In the auditorium, cantilever beams from opposite walls join at the center of the room to form a 58-ft. roof span (see drawing below). Exposed concrete masonry, used for partitions and backup throughout the structure, assures maximum firesafety, economy and durability.

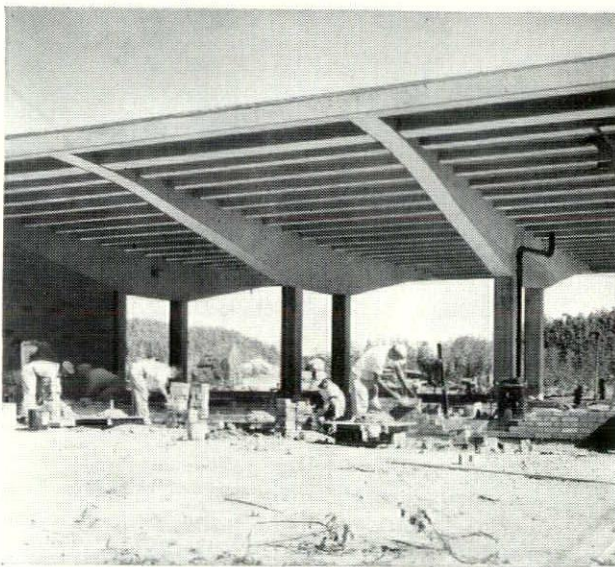
Concrete construction for schools is moderate in first cost, means lower maintenance expense and extra long life. These factors add up to **low annual cost**—which pleases school officials and taxpayers alike.

Write for free booklet on concrete school design and construction, distributed only in the U. S. and Canada.

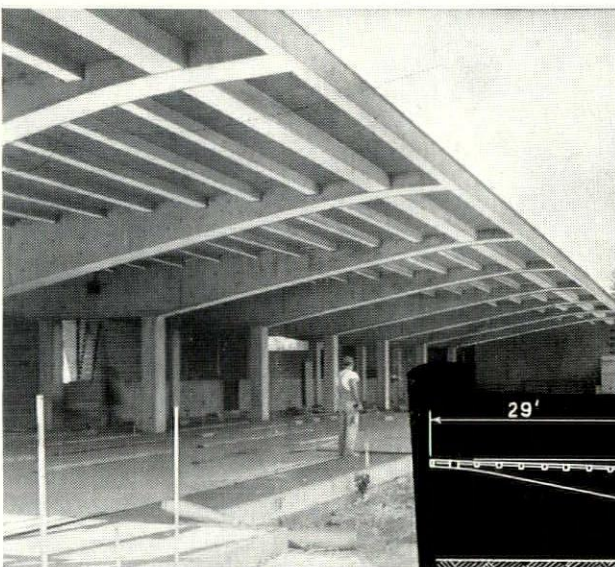
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Above: The all-concrete roof covers two rows of outside classrooms and a central corridor. With its overhang, the roof is 68 ft. wide. Below: 29-ft. concrete cantilever beams extend from corridor columns over the classrooms and exterior walls.



Right: cantilever beams extend across auditorium from opposite walls, meet at center. Floor here is lowered 4 ft.

